

fig. 6.01

Transportation and Public Realm Recommendations

Some of the challenges to realizing a thriving and functional Florida Avenue Market include traffic congestion, vehicle/pedestrian conflict, lack of clear pedestrian thoroughways and open space, and other issues that make navigating the market difficult and visiting an unpleasant experience.

The following section discusses general principles for effectively dealing with these issues through streetscape improvements and transportation system enhancements. Recommendations are organized into four categories: Sense of Place, Public Realm, Open Space, and Transportation. Together, they are a major component of realizing the vision laid out at the beginning of this chapter. This section is followed by specific recommendations for each street in the Study Area.

Sence of Place

- Renovate and adaptively reuse the core of original market buildings to increase the opportunity for street enlivening uses on the ground floor.
- Utilize design techniques in new construction to enhance the sense of place and pedestrian character of the FAMS.
- Utilize the public realm to strengthen the site's long tradition of food-oriented businesses through vending, cafes, display windows, etc.

Open Space

- Introduce thoughtful public open space to the market. Location factors should include visibility from multiple streets and placement on both the west and east sides of the study area.
- Include amenities in open space for users, such as benches, water fountains, etc.
- Create defensible open space that is well-lit, with clear sightlines from multiple points in and near the market.
- Ensure accessibility for a wide range of users - both physical accessibility and obvious visual cues will that ensure people know the space is public.
- Utilized an enhanced streetscape as part of the open space system.

Public Realm

- Create a pedestrian-friendly environment with clear pathways throughout the market and visual links with surrounding communities and resources.
- Improve sidewalk conditions, increase street trees, and improve lighting,
- Encourage active ground-floor uses (such as restaurants and retail) along expected pedestrian routes to increase visual interest and safety.
- Create distinctive wayfinding signage, business façade signage and banners, etc. to identify the market area and improve navigation.

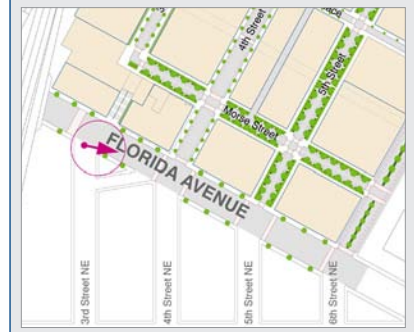
Transportation

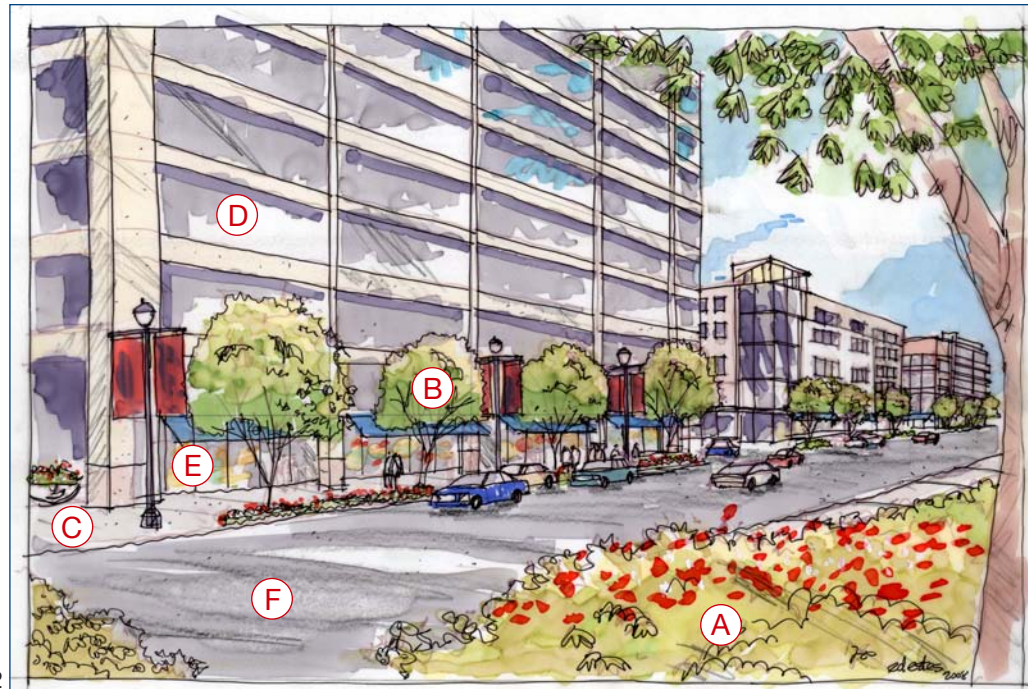
- Increase pedestrian connectivity to/from the New York Avenue Metro Station, the market area, and other surrounding institutions.
- Reestablish a more complete street grid in the study area – such streets may be pedestrian-only or multi-modal, so long as they provide safe, convenient and welcoming environments.
- Evaluate each new development proposal to ensure that vehicular navigation, truck traffic in particular, runs smoothly, encouraging the separation of vehicular and pedestrian traffic whenever possible and the placement of loading docks to the rear and side of buildings.

Street-by-Street Recommendations: What follows are recommendations specific to each street in the Study Area, covering the same four categories discussed above: Sense of Place, Public Realm, Open Space, and Transportation. This is paired with an image of a street section that shows proposed roadway and sidewalk widths, planting areas, etc. These have been determined based on the needs of each street, and also on the precedent set by existing street plans for neighboring areas such as NoMa, Mount Vernon Triangle and New York Avenue, as well as District streetscape and public realm goals. Some of the more prominent streets also have illustrative renderings of what they may look like in the future after all recommendations have been implemented. These drawings do not represent actual development plans, rather the aspiration of a dynamic, safe, and efficient public realm and transportation system. Further, the guidance provided for each of the categories illustrates ideal conditions that would realize The Vision for the market. As development progresses in the Study Area, more detailed transportation analysis and recommendations will be needed to refine the guidance provided in this plan and respond to unique site conditions.

Florida Avenue - Gateway Boulevard to the Market, City, and Beyond

<p>Sense of Place</p> <ul style="list-style-type: none"> • Florida Avenue will be enhanced as a major symbolic entryway to the city and to the Florida Avenue Market area. • Increased plantings of tall trees and other greenery will convey to drivers and pedestrians alike the importance of Florida Avenue, and will give it the feel of a gracious boulevard. • Buildings along this street will change character and height as they reflect a more modern commercial character near the railroad tracks to the north, and a residential, historic townhouse community to the east. 	<p>Public Realm</p> <ul style="list-style-type: none"> • Wide sidewalks will provide ample room for pedestrians. • Ground floors of buildings will be built to a pleasing human scale, and facades should consist of at least 50% transparent materials, in order to maintain the interest of pedestrians. • Wide tree box/furnishing area will be situated along the street for visual beauty and to create a buffer from passing vehicles. • Ground floors will be filled with community services and regional-scaled retail that can take advantage of the high volume of vehicles passing by each day. 	<p>Recommendations:</p> <p>A. Wide planting beds at the street to create a safety buffer</p> <p>B. Large shade trees to create a “green canopy”</p> <p>C. 8-foot sidewalks for pedestrian circulation</p> <p>D. Buildings facades to be at least 50% transparent and of human scale</p> <p>E. Regional-scaled retail and community services</p> <p>F. Existing street width to remain to accommodate high volumes of traffic</p>
<p>Open Space</p> <ul style="list-style-type: none"> • Street trees and plantings green the streetscape and provide shade for pedestrians. • Public spaces in the interior of the Study Area should be visible from Florida Avenue, creating strong visual cues that will draw pedestrians into the site. 	<p>Transportation</p> <ul style="list-style-type: none"> • No proposed change to the existing street width (6 lanes of traffic) as Florida Avenue will continue to be a major vehicular artery into the city. • The District should explore opportunities to slow traffic, increase pedestrian safety, and improve efficiency. • New curb cuts should be avoided on Florida Avenue whenever possible. 	

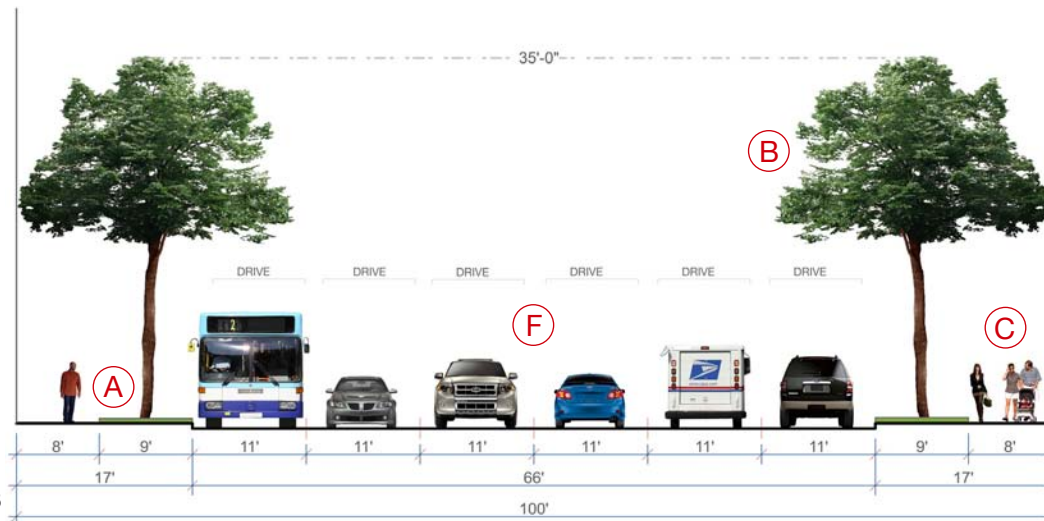




streetscape rendering
Florida Avenue

fig. 6.02

(source: DC Office of Planning, 2009)



street section
Florida Avenue

fig. 6.03

Fifth Street, NE - Pedestrian Heart of the Florida Avenue Market

<p>Sense of Place</p> <ul style="list-style-type: none"> • Fifth Street will be inviting and green, inviting pedestrians to slow down and stroll by the array of local shops and restaurants. • Adaptive reuse of original market buildings grounds visitors create contribute to creating the unique sense of plan and connection to history and continuity. • Ground floors will be filled with neighborhood-scaled retail shops and restaurants that can take advantage of the high volume of pedestrians passing by each day. • Vistas to Gallaudet University remind visitors of the connection between the two places. 	<p>Public Realm</p> <ul style="list-style-type: none"> • Fifth Street will serve as a major north/south pedestrian connection linking a revitalized historic market area with new development and existing neighborhoods; therefore generous sidewalks are needed to accommodate heavy pedestrian traffic. • The public realm should be wide enough to accommodate a generous <i>spill zone</i> or <i>public parking area</i> for outdoor dining, retail displays and other such activities. • Large (6-10 feet) tree box/furnishing area will be situated along the street for visual beauty and to create a buffer from passing and parked vehicles. • Ground floors of buildings will be built to a pleasing human scale, and facades will consist of at least 50% transparent materials, in order to maintain the interest of pedestrians. 	<p>Recommendations:</p> <p>A. Major north-south pedestrian pathway</p> <p>B. Continuous wide planting beds containing both large shade trees (to create a “green canopy”) and understory trees</p> <p>C. 16-foot sidewalks to accommodate both pedestrian circulation and café tables/ chairs or retail displays</p> <p>D. Neighborhood-scaled retail shops and restaurants</p> <p>E. Relatively narrow streets with parking on each side to limit traffic volume and speeds</p>
<p>Open Space</p> <ul style="list-style-type: none"> • Large shade trees will create a “green canopy” matched with smaller plantings. • Plazas and open spaces at key intersections along Fifth Street are highly encouraged. 	<p>Transportation</p> <ul style="list-style-type: none"> • There will be two lanes of traffic in each direction, but at least one lane in each direction should be reserved for on-street parking during most hours of the day. This will help calm traffic and provide temporary parking spots for retail customers. 	





fig. 6.04

streetscape rendering
Fifth Street, NE

(source: DC Office of Planning, 2009)

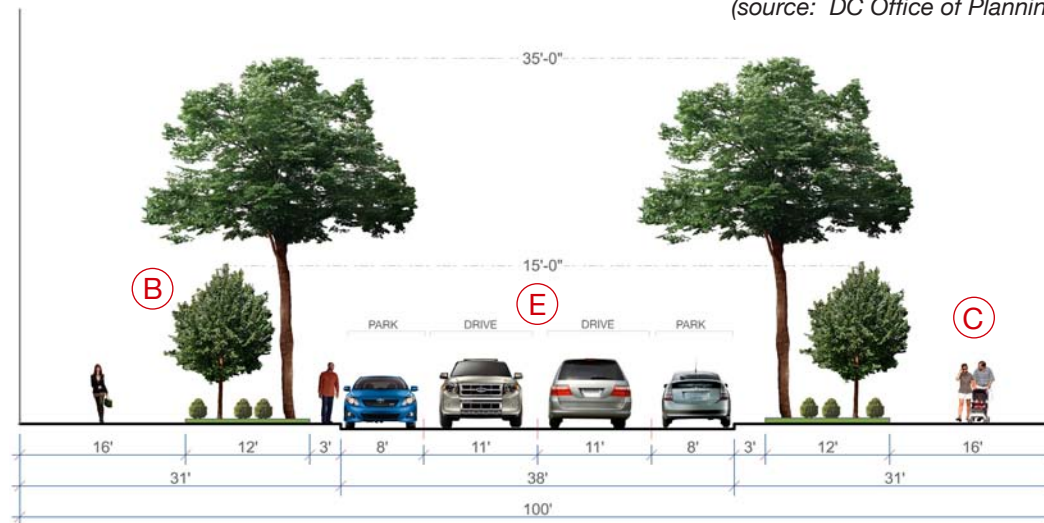


fig. 6.05

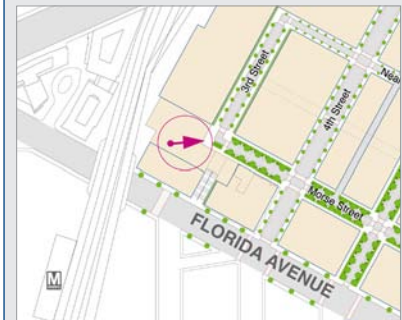
street section
Fifth Street, NE

Morse Street - Walkable Link Between History and the Future

<p>Sense of Place</p> <ul style="list-style-type: none"> Morse Street will physically link the historic core of the market to new development. It also ties together the various uses of the site, from institutional, to commercial, to wholesale, to residential. Pedestrians are inclined to slow down and stroll by the array of local shops and restaurants. Ground floors will be filled with neighborhood-scaled retail shops and restaurants that can take advantage of the high volume of pedestrians passing by each day. 	<p>Public Realm</p> <ul style="list-style-type: none"> Morse Street will serve as a major east-west pedestrian connection between Gallaudet University, Florida Avenue Market, the New York Avenue Metro Station, and the NoMa neighborhood; therefore generous sidewalks are needed to accommodate heavy pedestrian traffic The public realm should accommodate a generous <i>spill zone</i> or <i>public parking area</i> for outdoor dining, retail displays, or vending in front of new development. Large (6-10 foot) wide tree box/furnishing area will be situated along the street for visual beauty and to create a buffer from passing and parked vehicles. Ground floors of buildings will be built to a pleasing human scale, and facades will consist of at least 50% transparent materials, in order to maintain the interest of pedestrians.
<p>Open Space</p> <ul style="list-style-type: none"> Large shade trees will create a “green canopy” matched with smaller plantings. A large public plaza or series of smaller public spaces along Morse Street, especially at the western end of the street, is strongly encouraged. 	<p>Transportation</p> <ul style="list-style-type: none"> There will be two lanes of traffic in each direction, but one lane in each direction should be reserved for on-street parking during most hours of the day. This will help calm traffic and provide temporary parking spots for retail customers.

Recommendations:

- A. Major east-west pedestrian pathway**
- B. Continuous wide planting beds containing both large shade trees (to create a “green canopy”) and understory trees**
- C. 15-foot sidewalks to accommodate both pedestrian circulation and café tables/ chairs or retail displays**
- D. Neighborhood-scaled retail shops and restaurants**
- E. Relatively narrow streets with parking on each side to limit traffic volume and speeds**

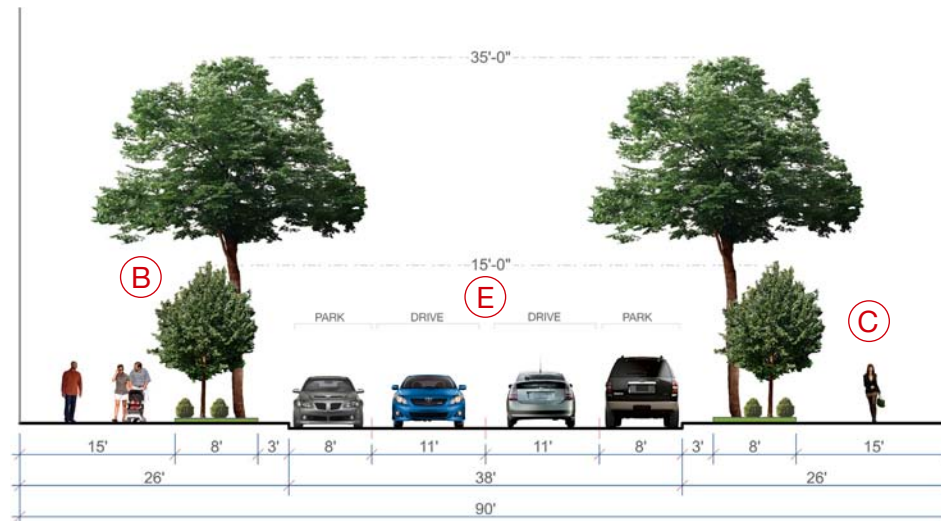




streetscape rendering
Morse Street

fig. 6.06

(source: DC Office of Planning, 2009)



street section
Morse Street

fig. 6.07

Sixth Street, NE - Bridge Between Commerce, Education and Established Neighborhoods

<p>Sense of Place</p> <ul style="list-style-type: none"> • Sixth Street will read as the eastern border of the site, but also as a bridge to neighboring Gallaudet University to the east, the Capitol Hill neighborhood to the south and the Brentwood neighborhood to the north. • A more dynamic and pedestrian friendly streetscape combined with new development, transforms the sense of place here. • Ground floors will be filled with neighborhood-scaled retail that can take advantage of the proximity to Gallaudet University 	<p>Public Realm</p> <ul style="list-style-type: none"> • The public realm should be wide enough to accommodate both sidewalks and spill zones in order to enliven the street and encourage walkability along this highly traveled street. • A landscaped median will beautify and green the street while providing a safe haven for pedestrians crossing the street 	<p>Recommendations:</p> <p>A. Center median with large shade trees to create a “green canopy,” and for pedestrian safety at crosswalks and traffic calming</p> <p>B. Bike lanes to comply with DDOT’s Bicycle Master Plan</p> <p>C. Wide streets to accommodate high volumes of traffic</p> <p>D. 6-foot-wide sidewalks for adequate pedestrian circulation</p> <p>E. Parking lanes for a safety buffer between pedestrians and vehicles.</p>
<p>Open Space</p> <ul style="list-style-type: none"> • Large shade trees will create a “green canopy” to be enjoyed by pedestrians and drivers alike. • Public plazas, especially at the intersection of Sixth and Neal Street or Sixth and Morse Street, are encouraged to provide needed open space and to create a pedestrian gateway to the University. 	<p>Transportation</p> <ul style="list-style-type: none"> • Two lanes of traffic will be accommodated in each direction. • Traffic calming measures should be implemented to ensure slower speeds as well as more efficient handling of higher volumes of traffic. • 5-foot bicycle lanes will be provided in both directions. • On street parking lanes will be included on both sides of the street, calming traffic and forming a buffer for pedestrians on the sidewalk. 	





fig. 6.08

streetscape rendering
Sixth Street, NE

(source: DC Office of Planning, 2009)

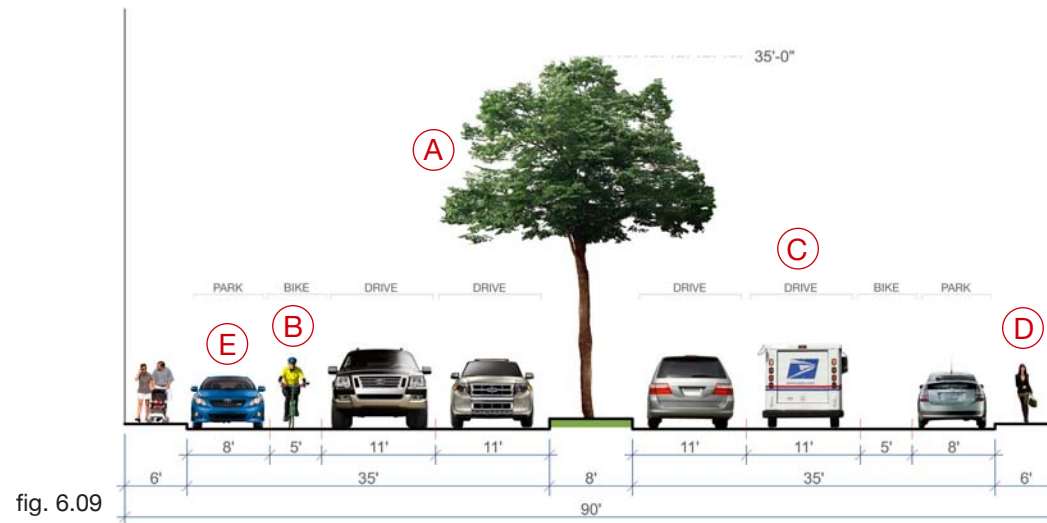



fig. 6.09

street section
Sixth Street, NE

Third Street, NE - Reestablishing the Grid

<p>Sense of Place</p> <ul style="list-style-type: none"> • Third Street (or any pedestrian-way located along its alignment) is a new extension of the street grid that improves access to the western end of the Study Area. • Pedestrians especially experience a grade change along this street as a small hill rises from Florida Avenue up to the middle of the site. This grade change may inspire pedestrian-only walkways to Florida Avenue if multi-modal streets are not manageable or practical. • Third Street runs through the densest portion of the site, with tall, multi-use buildings situated nearest the Metro station. 	<p>Public Realm</p> <ul style="list-style-type: none"> • Wide will make ample room for pedestrians. • Tree box/furnishing area will beautify the street and create a buffer from passing vehicles. • Ground floors here are not expected to be as active as along other streets, but entrances should still be clearly marked and transparent to promote safety. 	<p>Recommendations:</p> <p>A. Wide planting beds at the street to create a safety buffer</p> <p>B. 10-foot sidewalks for pedestrian circulation</p> <p>C. Potential for pedestrian-only pathways where grade changes are deemed too steep or unsafe for multi-modal streets</p> <p>D. 1 lane of traffic in each direction to accommodate local, but not through traffic</p> <p>E. Parking lanes for a safety buffer between pedestrians and vehicles.</p> 
<p>Open Space</p> <ul style="list-style-type: none"> • Street trees and greening features are encouraged along the street, especially if pedestrian only paths are pursued with development. • A large public plaza at the intersection of Morse Street and Third Street or a series of public plazas along Morse Street is strongly encouraged. 	<p>Transportation</p> <ul style="list-style-type: none"> • One lane of traffic in each direction should be sufficient for this local traffic. • Alternatively a pedestrian only connection can be made through larger development sites along the Third Street alignment so long as the path is safe, well lit, visually appealing and publically accessible. • Parking lanes on both sides of the street will buffer pedestrians from street traffic and provide for short-term parking during certain times of day. 	

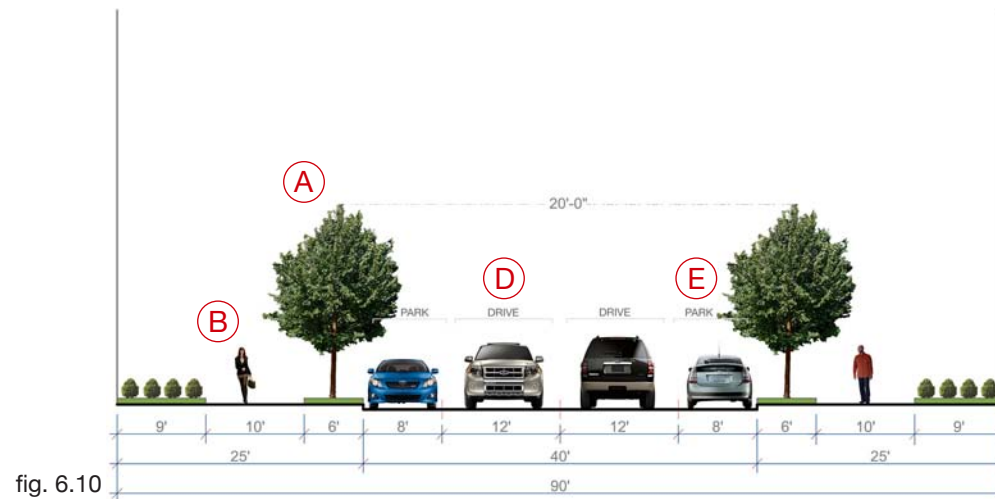



fig. 6.10

street section
Third Street, NE

Fourth Street, NE - Commercial Lifeline of the Market

<p>Sense of Place</p> <ul style="list-style-type: none"> • Visitors to Fourth Street will feel the excitement of a working market. A trip down this street, by foot or by car, will leave no doubt of the area's commercial vitality. • Visitors are drawn to this street either for wholesale activities or to take advantage of distinctive retail food shops. The rumble of trucks will be common to the north, along the center of the wholesale business area. Mixed use development to the south will also buzz with commerce, office and residential buildings. • Ground floors will be filled with a variety of retail shops with a particular emphasis on food. 	<p>Public Realm</p> <ul style="list-style-type: none"> • Generous sidewalks will make ample room for pedestrians. • Large tree box/furnishing area will be situated along the street for visual beauty and to create a buffer from passing vehicles. • Wholesale businesses will have clear, attractive signage and entryways. • Special attention should be paid in design the public realm, access, and circulation patterns for the portion of Fourth Street near the wholesale market area in order to reduce pedestrian/truck conflicts and ensure safe, efficient operations. 	<p>Recommendations:</p> <ul style="list-style-type: none"> A. Major north-south vehicular route to and through the study area B. Wide planting beds at the street to create a safety buffer C. Wide streets to accommodate high volumes of traffic D. 10-foot-wide sidewalks for ample pedestrian circulation E. Parking lanes for a safety buffer between pedestrians and vehicles. 
<p>Open Space</p> <ul style="list-style-type: none"> • Medium shade trees and plantings will create a “green canopy” to be enjoyed by pedestrians and drivers alike. • A small public plaza is provided along Fourth Street between Morse Street & Neal Place in Illustrative Site Plan 2. 	<p>Transportation</p> <ul style="list-style-type: none"> • Fourth Street will be the major vehicular artery through the Study Area, accommodating both trucks and cars. • Two lanes of traffic will be accommodated in both directions. • Traffic calming measures should be implemented to ensure slower speeds, especially for trucks. • Eight-foot wide parking lanes on both sides of the street will buffer pedestrians from street traffic and provide for short-term parking during certain times of day. • Loading entrances to wholesale facilities located on Fourth Street should be positioned in the rear of buildings wherever possible. 	

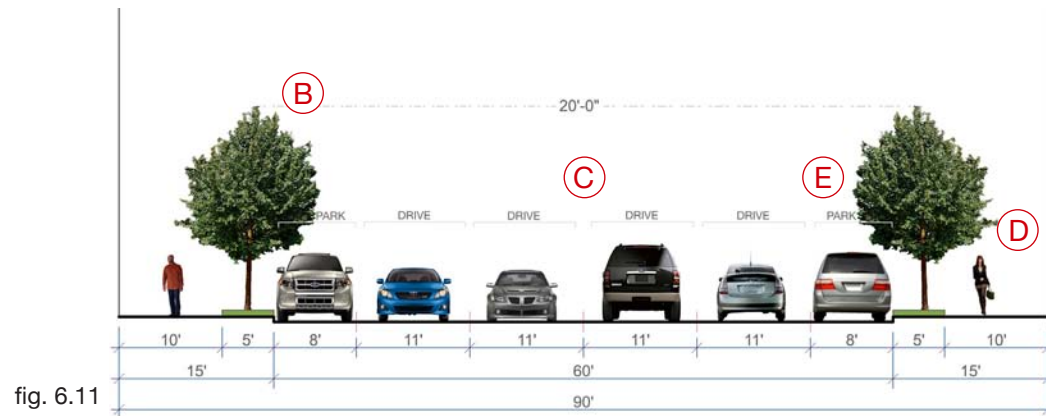



fig. 6.11

street section
Fourth Street, NE

Neal Place - Pulling it All Together

<p>Sense of Place</p> <ul style="list-style-type: none"> • Neal Place, like Morse Street, pulls together all the various uses of the site, from institutional, to commercial, to wholesale, to residential, to recreation. • Neal Place is narrow and intimate – a place for exploring “off the beaten path.” • People are drawn into the market from Gallaudet University at Neal Street – the eastern pedestrian gateway to the Study Area. • Ground floors will be filled with a variety of small, neighborhood-scaled retail shops and restaurants, some of which are likely to have main entrances on adjoining north-south streets. 	<p>Public Realm</p> <ul style="list-style-type: none"> • Neal Place will likely serve as a minor pedestrian thoroughway between Gallaudet University, retail, wholesale and other functions in the market area; therefore sidewalks along this narrow street should be wide enough to accommodate pedestrian traffic while still providing room for street trees or plantings. • Ground floors of buildings will be built to a pleasing human scale, and facades for buildings with main entrances on Neal will consist of at least 50% transparent materials, in order to maintain the interest of pedestrians. 	<p>Recommendations:</p> <p>A. 5-foot planting beds at the street to create a safety buffer</p> <p>B. Medium shade trees to create a small “green canopy”</p> <p>C. 9-foot sidewalks for pedestrian circulation</p> <p>D. Buildings facades to be at least 50% transparent and of human scale</p> <p>E. Neighborhood-scaled retail</p> <p>F. Existing street width to remain narrow to accommodate low volumes of traffic</p> 
<p>Open Space</p> <ul style="list-style-type: none"> • Street trees or planting should be provided as feasible given the width of the existing street. • Public plazas, especially at the intersection of Sixth and Neal Street or Sixth and Morse Street, are encouraged to provide needed open space and to create a pedestrian gateway to the University. 	<p>Transportation</p> <ul style="list-style-type: none"> • This narrow street will accommodate only one lane of traffic in each direction. • Due to the narrowness of the street, on street parking will be challenging. 	

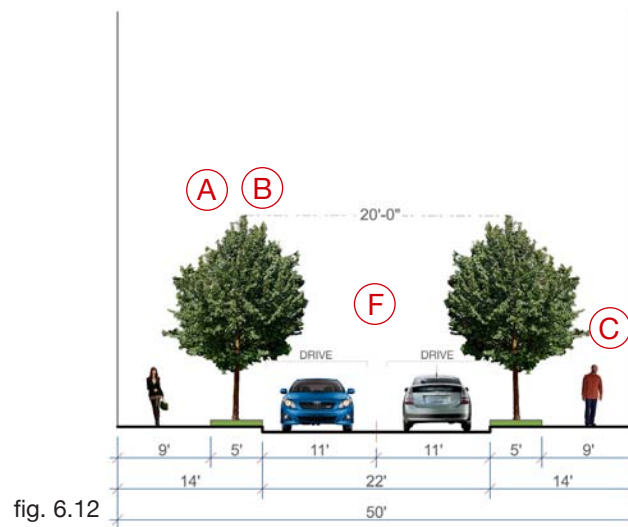



fig. 6.12

street section
Neal Place

Penn Street - Where the Industrial Action Is

<p>Sense of Place</p> <ul style="list-style-type: none"> • Penn Street will in many ways read as the northern border of the site and function as the main gateway for truck traffic arriving from New York Avenue. • Plantings of tall trees in a new median will help make visitors feel secure, even among busy truck traffic. • Particularly during morning hours, Penn Street will be an active industrial corridor. 	<p>Public Realm</p> <ul style="list-style-type: none"> • Special attention should be paid in design the public realm, access, and circulation patterns for Penn Street in order to reduce pedestrian/truck conflicts and ensure safe, efficient operations of the wholesale market area. • Gateway signage should be placed on Penn Street where it begins at New York Avenue, both as a welcome and as wayfinding for truck traffic. 	<p>Recommendations:</p> <p>A. Center median with large shade trees to create a “green canopy,” and for pedestrian safety at crosswalks and traffic calming</p> <p>B. Wide streets to accommodate high volumes of traffic</p> <p>C. 10-foot-wide sidewalks for ample pedestrian circulation</p> <p>D. Parking lanes for a safety buffer between pedestrians and vehicles.</p> <p>E. Direct access to New York Avenue and Brentwood Parkway</p> 
<p>Open Space</p> <ul style="list-style-type: none"> • Large shade trees will be arranged in a wide planting median to create a “green canopy” to be enjoyed by pedestrians and drivers alike. 	<p>Transportation</p> <ul style="list-style-type: none"> • Two lanes of traffic will be accommodated in each direction. • Traffic calming measures should be implemented to ensure slower speeds as well as more efficient handling of higher volumes of traffic. • Penn Street is the logical entry point for truck traffic given its access to New York Avenue and Brentwood Parkway; additional study to mitigate potential impacts from truck traffic should be pursued. • The feasibility of on street parking should be explored in the context of truck circulation and access. 	

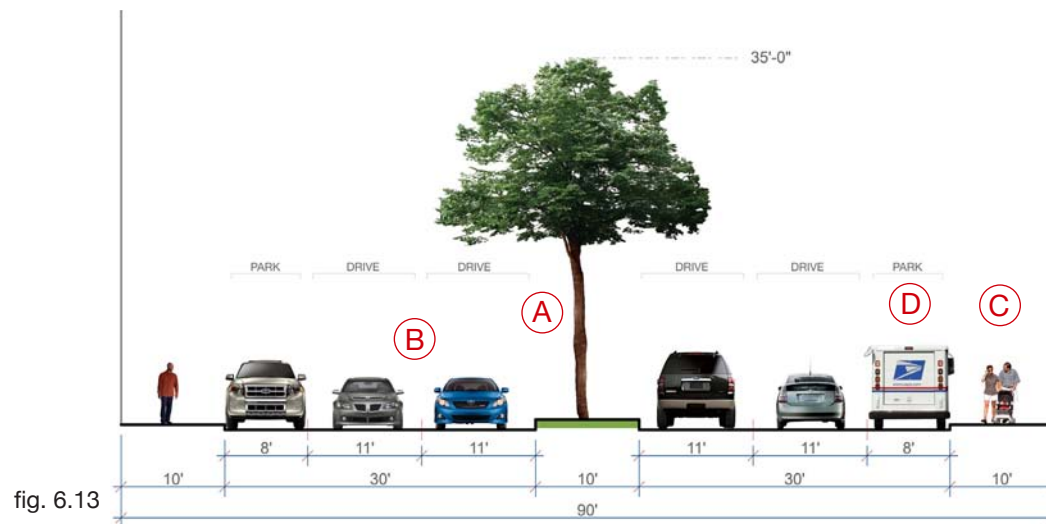


fig. 6.13

street section
Penn Street

Illustrative Site Plans

There can be many versions of site plans for the Study Area that fulfill The Vision of this small area plan and utilize the guidance provided in the Development Framework Chapter. For illustrative purposes, this plan includes two site layouts that demonstrate options for how development can occur at the Florida Avenue Market. As development progresses in the Study Area, more detailed site plans will be proposed and additional analysis provided by property owner. Until then, these illustrative site plans provide a glimpse of the development potential and opportunity to transform the market area in line with The Vision articulated in this plan.

Illustrative 1 shows a mixed use development with active ground floor retail, services and amenities concentrated along Sixth Street, Fifth Street, Morse Street, Neal Place, and Florida Avenue. Fifth and Morse Streets are green boulevards that provide north/south and east/west connectivity throughout the site, linking the site's various uses and amenities. The pedestrian gateways are located at Third Street and Florida Avenue, and Sixth and Neal Place, while New York Avenue is a vehicular gateway. Finally the plan features significant open spaces at Sixth and Neal and at the terminus of Morse Street which serve as public gathering places or sites for farmers markets and special events.

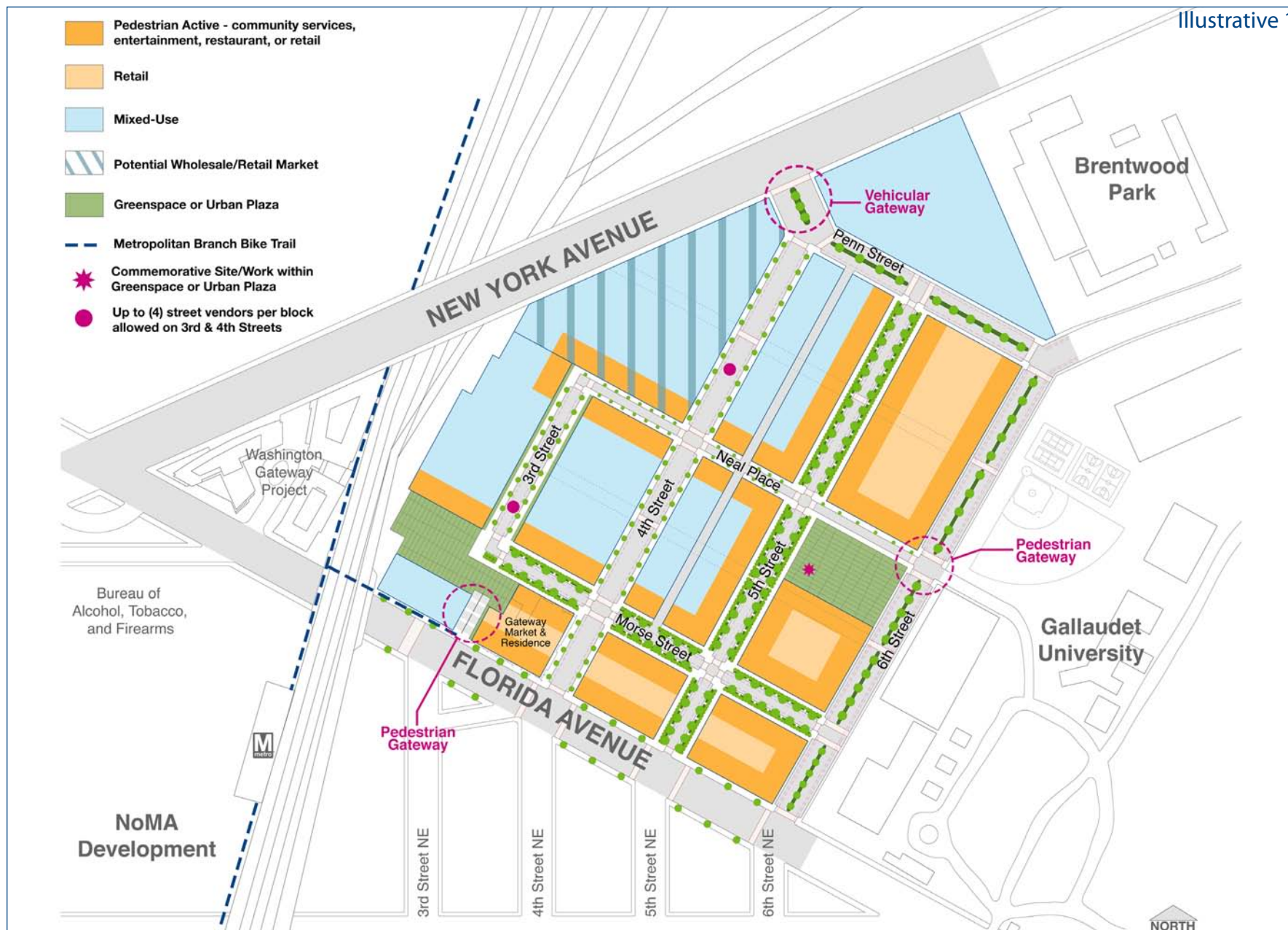


fig. 6.14

Illustrative Site Plans continued...

Illustrative 2 proposes a series of smaller public spaces occurring on both sides of Neal Place along Sixth Street, also at the western terminus of Morse Street and along 4th Street between Morse Street and Neal Place. This configuration offers a more equitable distribution of open space throughout the site creating centrally located opportunities for cultural activities, small scale festivals and markets and pedestrian retreats.

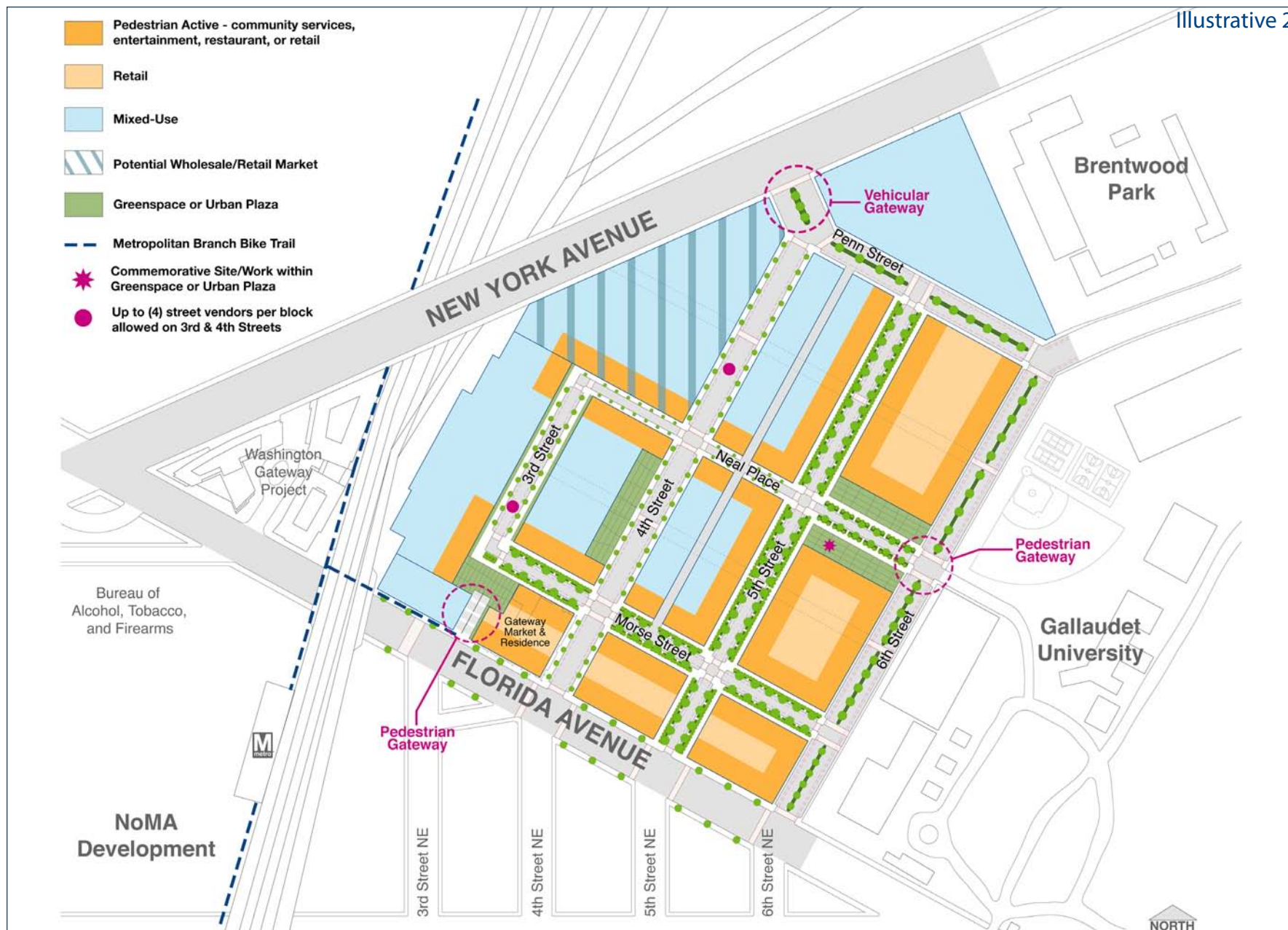


fig. 6.15

VII. Implementation

The following chart lists specific goals from the Development Framework for the Florida Avenue Market Study Area. It also includes recommendations on how to achieve these goals, as well as who is responsible for tasks, the process and provides a general timetable for implementation.

By following these implementation strategies, the negative perceptions of the Florida Avenue Market can be effectively addressed and redeveloped into a unique, safe and vibrant area of the city that seamlessly integrates into the surrounding urban fabric. The strategies will compliment the future developments outlined in the *NoMa*, *Northeast Gateway Revitalization Strategy*, and *New York Avenue Corridor* studies and balance the objectives of the many stakeholders in the current market and in its future development.

Implementation continued...

GOAL

RECOMMENDATIONS

Support development within the market area that includes a mix of land uses (including office, retail, residential, open space, and market uses) and provides amenities for multiple stakeholders	1. Finalize zoning tools for transfer of development at the Florida Avenue Market as identified in the plan.
	2. Through the PUD process, encourage a mix of retail uses and street enlivening activity on the ground floor at key locations noted in the plan.
	3. Encourage Florida Avenue Market developers to utilize the Deaf Space Design principles developed by Gallaudet University in their developments so that new development is accessible to all.
	4. Work with Gallaudet University on its campus plan to address development and placemaking opportunities along the east side of 6th Street.
	5. Encourage the retention of existing retail food uses and clustering of new food related activities, such as cooking schools, test kitchens, and hospitality job training, within the market area.

Implementation continued...

IMPLEMENTATION STRATEGY/ PARTNERSHIPS	PROGRAM, INITIATIVE, ACTIVITY	TIMEFRAME/PROJECTED COMPLETION
OP	Development Review	Short Term
OP	Site Review and PUD Process	Ongoing
DDOT	Partnership with Gallaudet	Ongoing
OP	Partnership with Gallaudet	Mid Term
OP, WDCEP, DMPED		

Implementation continued...

GOAL

RECOMMENDATIONS

Provide reliable and integrated multi-modal travel options; focus on pedestrian and bike access and safety.

1. Through new development, implement streetscape and transportation recommendations, including reopening 3rd Street to create an urban street grid.
2. Incorporate relevant recommendations from the draft 2008 Pedestrian Master Plan, which identifies New York Avenue as a “Priority Corridor.”
3. Improve pedestrian safety along Florida Avenue from 6th Street to the Metro Station by implementing underpass design improvements, reviewing sidewalk conditions, reviewing crosswalk signalization, and monitoring vehicle speeds.
4. Reduce conflicts between pedestrians and service trucks within the development area by concentrating loading access and areas with limited curbcuts or driveways. Where possible, loading areas should be located in the rear of buildings.
5. Assess current pedestrian, vehicular, and truck movements within the market area and recommend short term changes to reduce conflicts and improve safety.
6. Support linkages to the Metropolitan Branch Trail for cyclist with bikeways throughout the development area.
7. Work with private sector to install a Smartbike location in this area.

Implementation continued...

IMPLEMENTATION STRATEGY/ PARTNERSHIPS	PROGRAM, INITIATIVE, ACTIVITY	TIMEFRAME/PROJECTED COMPLETION
DDOT, Private Sector	Site Review and PUD Process	Ongoing
DDOT	Pedestrian Program	Long Term
DDOT	Traffic Study	Short to Mid Term
DDOT, OP	Site Review and PUD Process	Ongoing
DDOT	Traffic Study	Short Term
DDOT		Long Term
DDOT, OP, Private Sector	Smartbike/DDOT	Long Term

Implementation continued...

GOAL

RECOMMENDATIONS

Create green spaces for public and recreational uses, such as as a farmers market.	1. Through the PUD process, encourage applicants to create pubically accesible and well designed open space as a public benefit within proposed new development. Open space can be defined broadly, but prefered locations are identified in the Guiding Plan.
	2. Explore opportunities for outdoor farmers market both in the short term and mid term as development occurs.
Promote Sustainable Design Principles for the entire area.	1. Encourage excellence in sustainable design both in individual buildings and site systems within the development area. LEED certification for new construction through the PUD process.
	2. Require Low Impact Development (LID) best practices in all streetscape design.

Implementation continued...

IMPLEMENTATION STRATEGY/ PARTNERSHIPS	PROGRAM, INITIATIVE, ACTIVITY	TIMEFRAME/PROJECTED COMPLETION
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OP	Site Review and PUD Process	Mid to Long Term
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OP		Short Term
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DDOE, Private Sector, WASA, OP	Site Review and PUD Process	Ongoing
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DDOT		Ongoing
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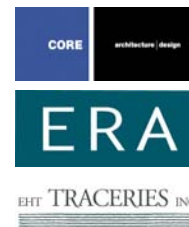
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Appendix A

History of the Union Terminal Market
See Volume II



Appendix B

Florida Avenue Market Phase 2 IMPLAN Market Impacts Report
See Volume II



Appendix C

The Public Process, Supporting Diagrams, and Community Comments



The Public Process

The New Town at Capital City Market Revitalization Development and Public/Private Partnership Emergency Act of 2006, enacted by the DC City Council, requires that any potential developers of the Florida Avenue Market Site, “work with the Office of Planning and other appropriate agencies prior to and during the zoning process, to ensure that the District’s planning and other policy objectives and goals, to the extent that the project is not jeopardized financially, are achieved to the fullest extent possible.”

The New Town Legislation also requires that the Mayor prepare a final conceptual plan for the market site that is based on input from key community stakeholders, and market users/owners. The Office of Planning, working with its consultant team, completed the first portion of the public process in June of 2007. The studies and results of it are outlined on the following pages.

Public Meeting #1 - 24 April 2007

On April 24, 2007, the first public meeting concerning the Florida Avenue Market Site took place. The presentation was given by representatives of the Office of Planning and its consultants, CORE architecture + design, EHT Traceries Inc., and Economic Research Associates (ERA). The meeting was held in Foster Auditorium, on the campus of Gallaudet University, directly adjacent to the site. In order to allow the maximum number of community participants, the same presentation was given at 3:30 in the afternoon and again at 6:00 p.m. It was also presented in English and translated in ASL, Chinese, and Korean. As pointed out to the public by Harriet Tregoning, Director of the Office of Planning, the purpose of this meeting was to present the consultants findings on the Market as it currently exists and to better understand what the local communities thought this area could become.

The first public meeting presentation consisted of four main parts:

- 1.) *The historic aspects of the site:* this included its early origins of being located on the National Mall, the building chronology spanning from 1929 to post 1959, and the analysis of the original 2 story Union Market Terminal buildings designed by E. L. Bullock, Jr. The explanation of the Bullock designed buildings included their architectural significance and key or distinctive historic features. This portion of the presentation concluded with an assessment of the existing conditions of the structures and the historic elements that can help to give the Florida Avenue Market a distinct sense of place.

Union Terminal Market Buildings, 1949



fig. c.01 (source: Wymer Collection, Evening Star, Historical Society of Washington D.C., 1949)

Public Meeting #1 continued...

2.) *An architecture and urban analysis of the site:* this included the Florida Avenue Market's relation to the original L'Enfant Plan for the city, current property ownerships, current uses of the site, current zoning and zoning by right limits, current conditions of wayfinding/signage, pedestrian safety, & site access limitations. It ended with the current P.U.D.s on or near the site that are in the development pipeline and will affect other developments on the Florida Avenue Market site.

3.) *An economic analysis of the Market's functions and impact on the regional economy:* based on several physical and market assumptions over a 15-20 year analysis period, projections were presented from both economic development and real estate development perspectives. The uses of Light Industrial/Public Market, Residential, Retail, and Offices were all evaluated for the site. This was done with regards to overall current uses, trends in households and income data, and supply characteristics. These uses were also evaluated against competitive developments with similar uses planned or proposed in the nearby area.

4.) *Public question and answer:* at the conclusion of the presentation portion, the public was allowed ask questions and provide feedback on their thoughts of what this area could become.

Flex/Industrial Space in DC vs. NoVa

3 rd Qtr 2006	District of Columbia		Northern Virginia	
	Flex	Industrial	Flex	Industrial
No. of Bldgs.	20	102	431	574
GLA	1,397,834	5,061,705	24,658,574	33,638,805
Vacancy	52.7%	8.0%	12.5%	6.2%
Average NNN Rent	\$16.02	\$10.61	\$13.41	\$8.90
YTD Absorption	38,876	56,737	589,090	448,850
Under Construction	0	0	406,205	1,330,603
% UC Leased	--	--	5.3%	43.9%

fig. c.02

Public Meeting #2 - 14 May 2007

The second public meeting was held on May 14, 2007, again on the campus of neighboring Gallaudet University. Unlike the first public meeting, which was a presentation with community feedback, this meeting was an interactive public workshop. It was again held at two separate times in order to accommodate the maximum number of community participants.

For the purpose of the workshop, the site was divided into 5 different zones, as can be seen in figure c.06-1 to the right. Zones 1 and 2 were created because of their frontage to Florida and New York Avenues, respectively. Zone 4 was established by the existing “central core” created by the Union Market Terminal buildings. Zones 3 and 5 filled the remainder of the site.

A station was set up for each of the zones in order to obtain community feedback on two items: land use and maximum building height. Community feedback on traffic and general site issues/problems were also obtained.

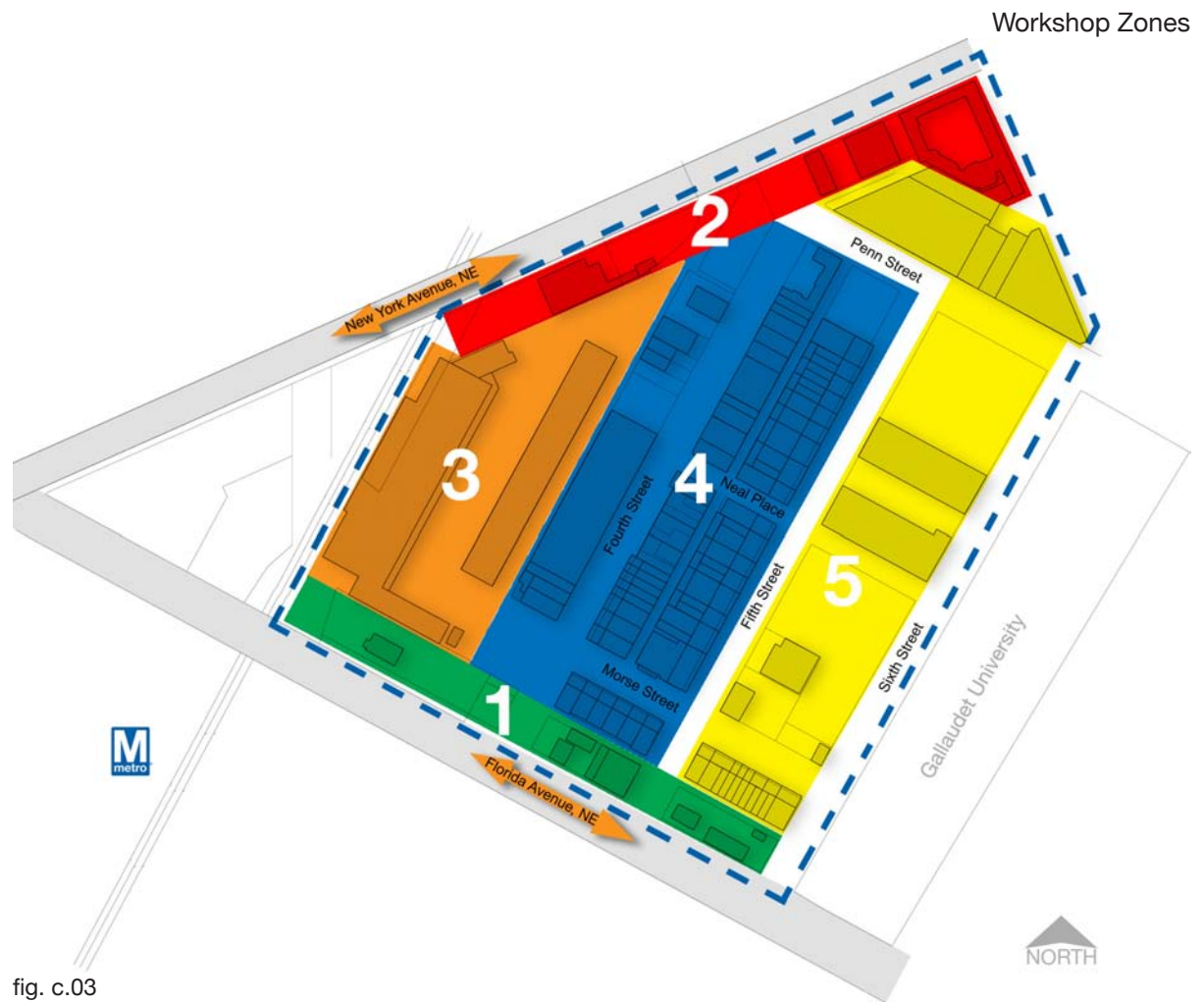


fig. c.03

Public Meeting #2 continued...

Participants were asked to first decide which land use(s) were most appropriate in each of the 5 zones. Their choices were Industrial/Wholesale, Farmer's Market, Multi-Family Residential, Retail/Restaurant, Office, Institutional, Civic, Cultural, Green/Public Space, and Mixed-Use/Other.

Each participant was given 5 "dot" stickers for each zone and were to place their dots in the column of the land use(s) they thought were most appropriate for that zone of the site. They were also encouraged to leave comments regarding the zone or the land uses.

Secondly, participants were asked to decide what was the maximum building height appropriate for each zone. Similar to the land use exercise, each participant was given *one* "dot" sticker for each zone and were to place it in the column of the maximum building height they thought was most appropriate for that zone. Their height choices were 40'-0," 50'-0," 65'-0," and 90'-0." Comments were again also encouraged.

The third, and very important piece of community feedback that was gathered at this meeting, was regarding traffic, walkability, and connectivity. Several large maps of the entire site were placed

in the workshop room(s). Participants were asked to write directly on the maps where they thought major issues currently existed in moving through the site, either by vehicle or by walking.

The last portion of the community participation was to fill out a short survey prepared by ERA. The contents of the survey were to help gauge where the workshop participants were from, how often they currently use the market and for what items, and the participants' priorities of use and historic preservation of the site.

Land Use board from Community Workshop on May 14, 2007














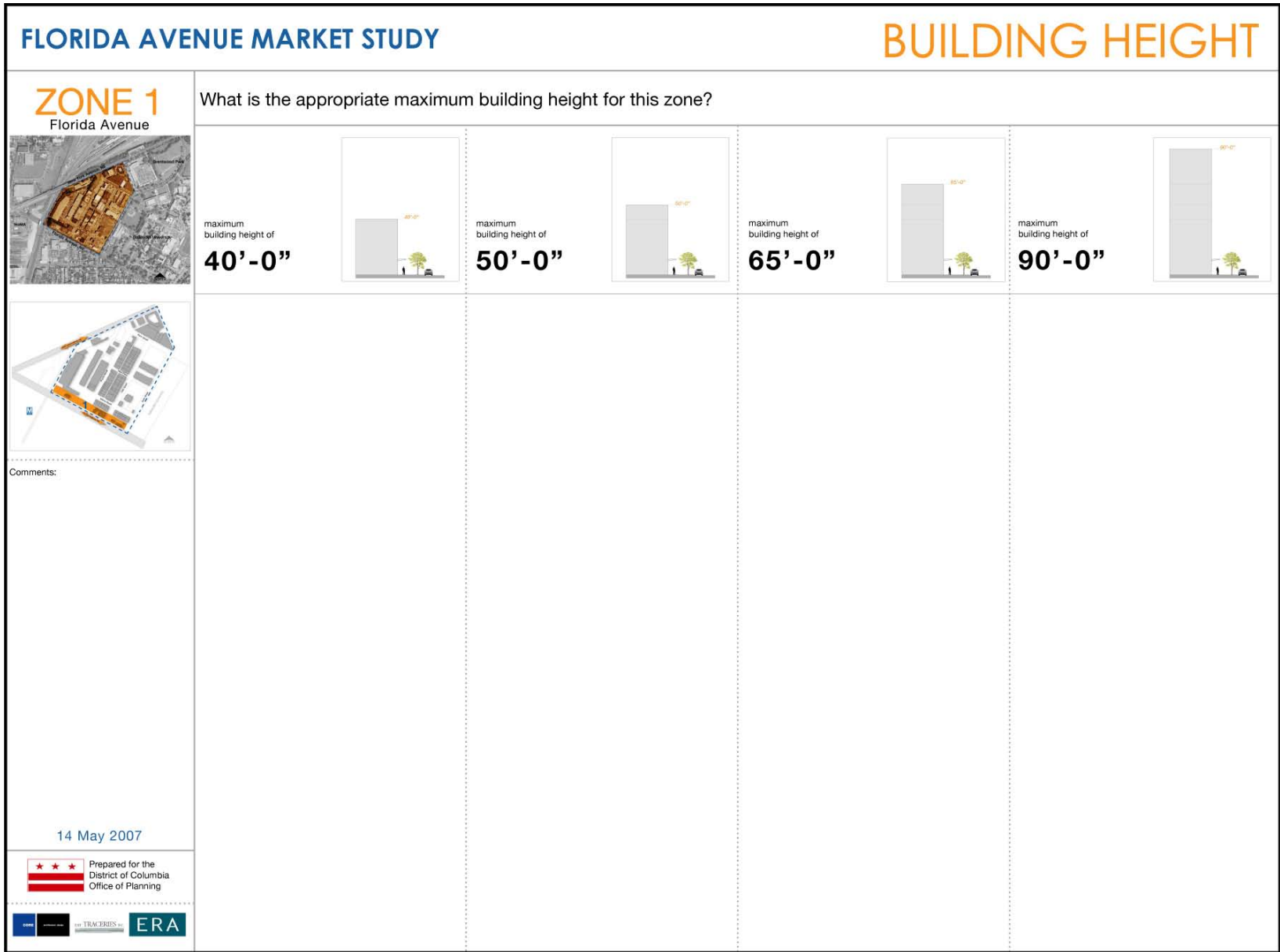
FLORIDA AVENUE MARKET STUDY					LAND USE					
<p>ZONE 1 Florida Avenue</p>   <p>Comments:</p> <p>14 May 2007</p> <p>Prepared for the District of Columbia Office of Planning</p> <p>  </p>										
What are the appropriate land uses for this zone?										
 <p>Industrial / Wholesale</p>	 <p>Farmer's Market</p>	 <p>Multi-Family Residential</p>	 <p>Retail / Restaurant</p>	 <p>Office</p>	 <p>Institutional</p>	 <p>Civic</p>	 <p>Cultural</p>	 <p>Green / Public Space</p>	 <p>Mixed Use / Other</p>	

fig. c.04



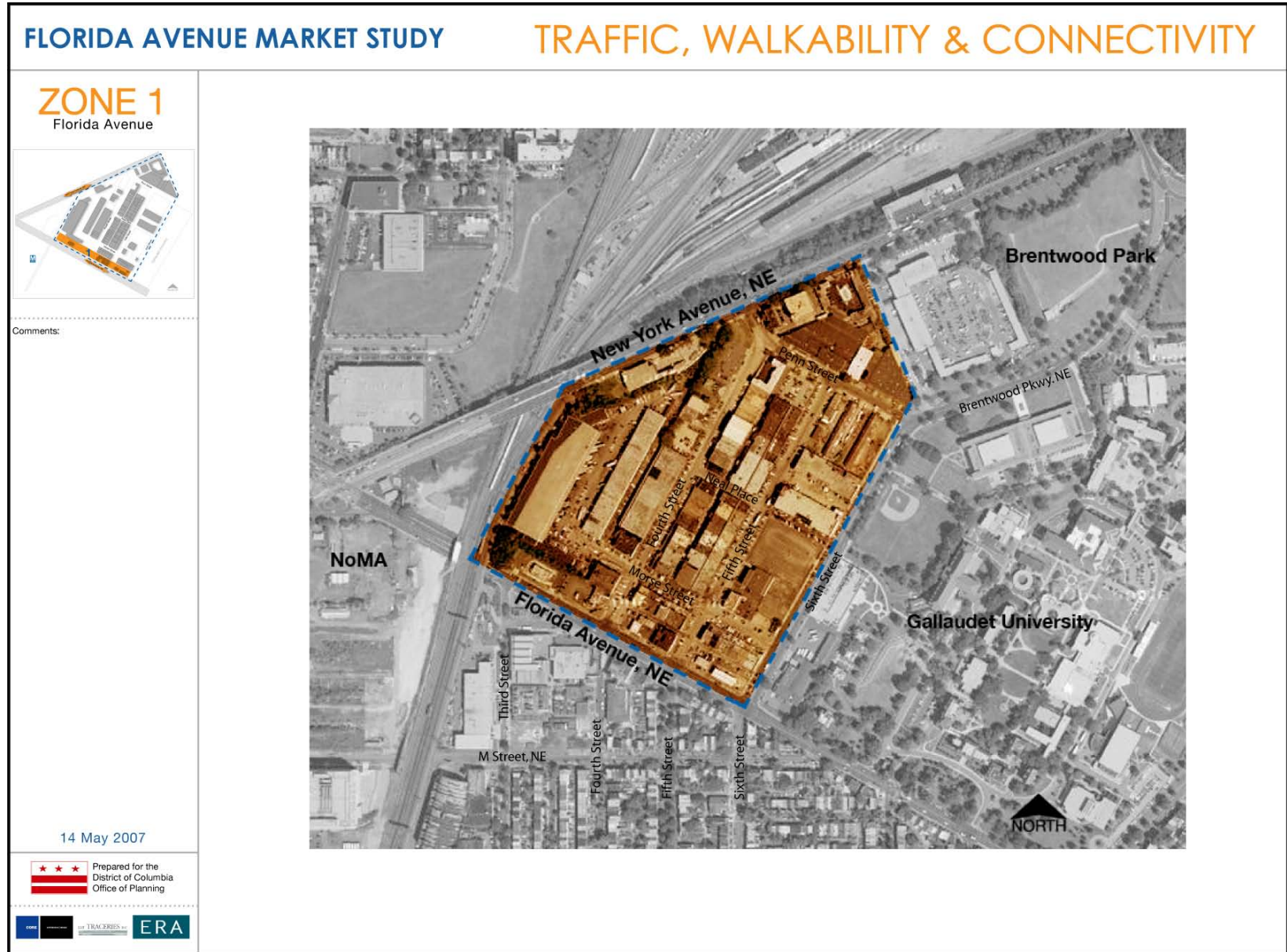
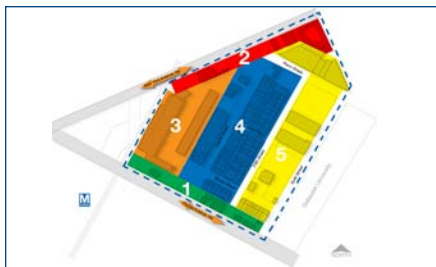


fig. c.06



Community Workshop Results

In each zone, the community workshop yielded some interesting preferences and concerns among the participants. The results of the dot exercise for land use categories are shown in the bar graphs (figure c.11-1 through figure c.13-2). Each graph represents a different zone. With the exception of Zone 4, the Central Core, each zone seemed to have an overwhelming preference of use.

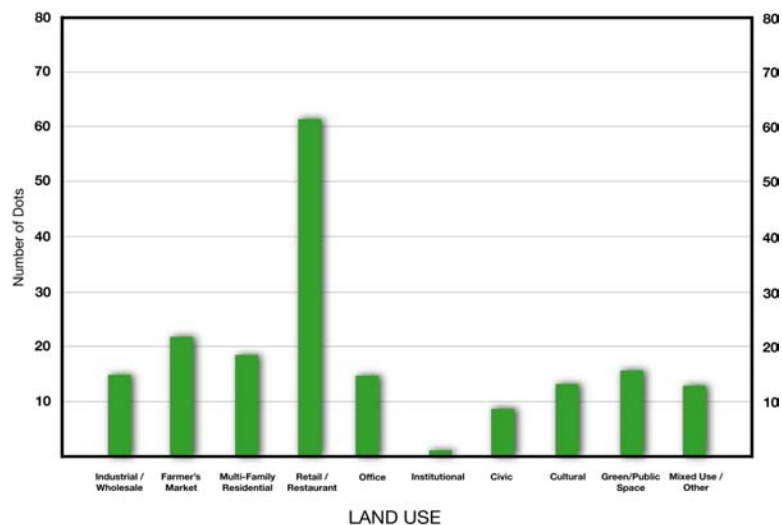


fig. c.07

Zone 1- Florida Avenue

Top Preference of Use: Retail and Restaurant

Community Comments or Concerns for this Zone:

- a. Pedestrian safety along Florida Avenue
- b. Providing a more pedestrian friendly look to the streetscape/buildings
- c. A better linkage between the metro, the market, and Gallaudet University

Workshop Results continued...

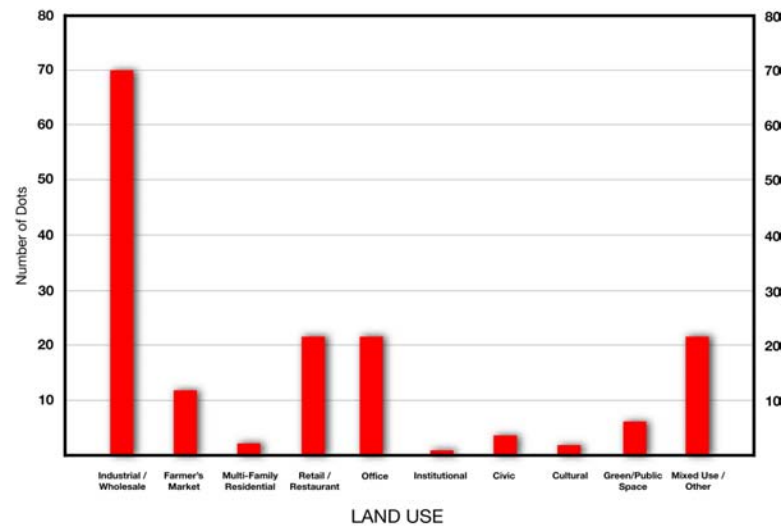


fig. c.08

Zone 2 - New York Avenue

Top Preference of Use: Industrial/Wholesale

Community Comments or Concerns for this Zone:

- Traffic congestion at New York Avenue and Penn Street
- Limited site access

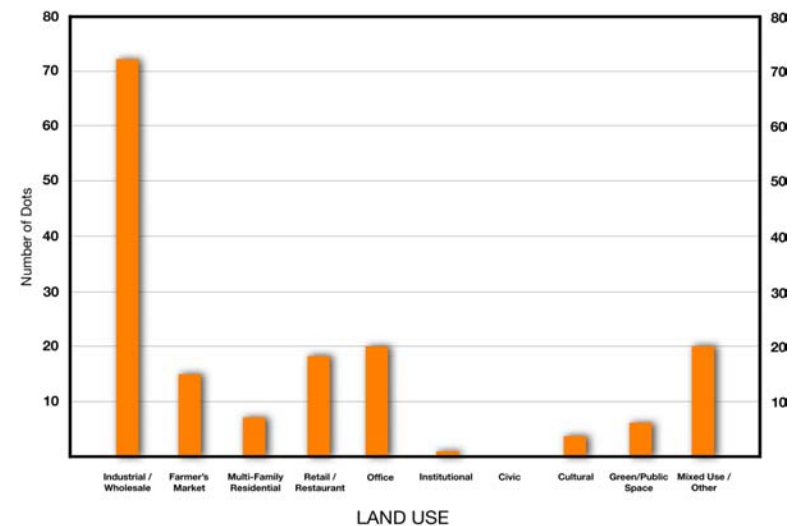


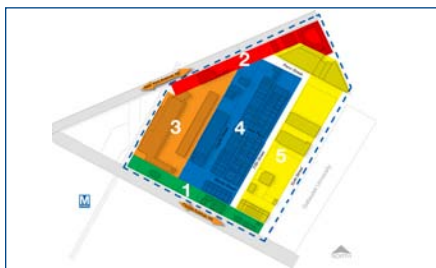
fig. c.09

Zone 3- West Morse Street

Top Preference of Use: Industrial/Wholesale

Community Comments or Concerns for this Zone:

- Traffic control and direction
- Conflicting traffic patterns that now exists between car, truck, and pedestrian traffic
- Parking and loading conflicts



Workshop Results continued...

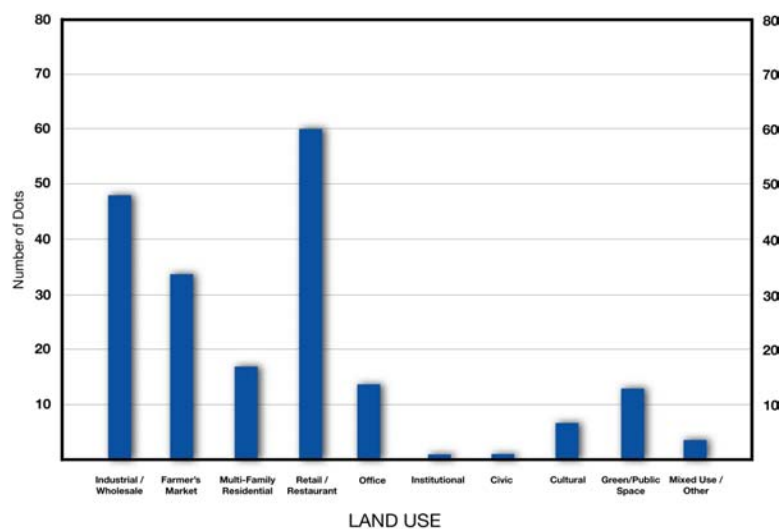


fig. c.10

Zone 4 - Central Core

Top Preference of Use: Retail and Restaurant & Industrial/Wholesale

Community Comments or Concerns for this Zone:

- A general desire to keep the historic feel and restore it to its original use and characteristics
- Improve conditions of the buildings and the streetscape
- The need for traffic control and signage
- Create a destination that will activate the historic core

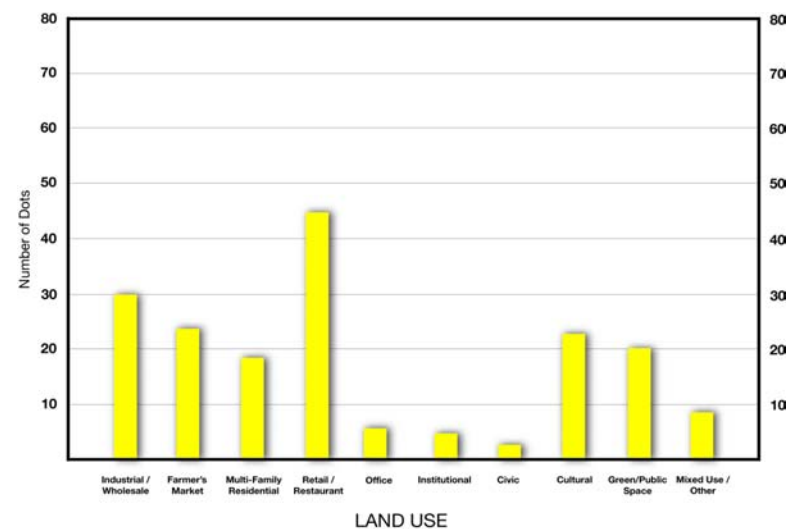


fig. c.11

Zone 5 - Sixth Street

Top Preference of Use: Retail and Restaurant

Community Comments or Concerns for this Zone:

- Control traffic speeds and flow along Sixth Street
- Conflicts with parking creates dangerous pedestrian pathways
- Enhance connection with Gallaudet University

Compiled community comments from Traffic, Walkability, & Connectivity Board from Community Workshop on May 14, 2007. These comments were presented at the May 30, 2007 Community Meeting.

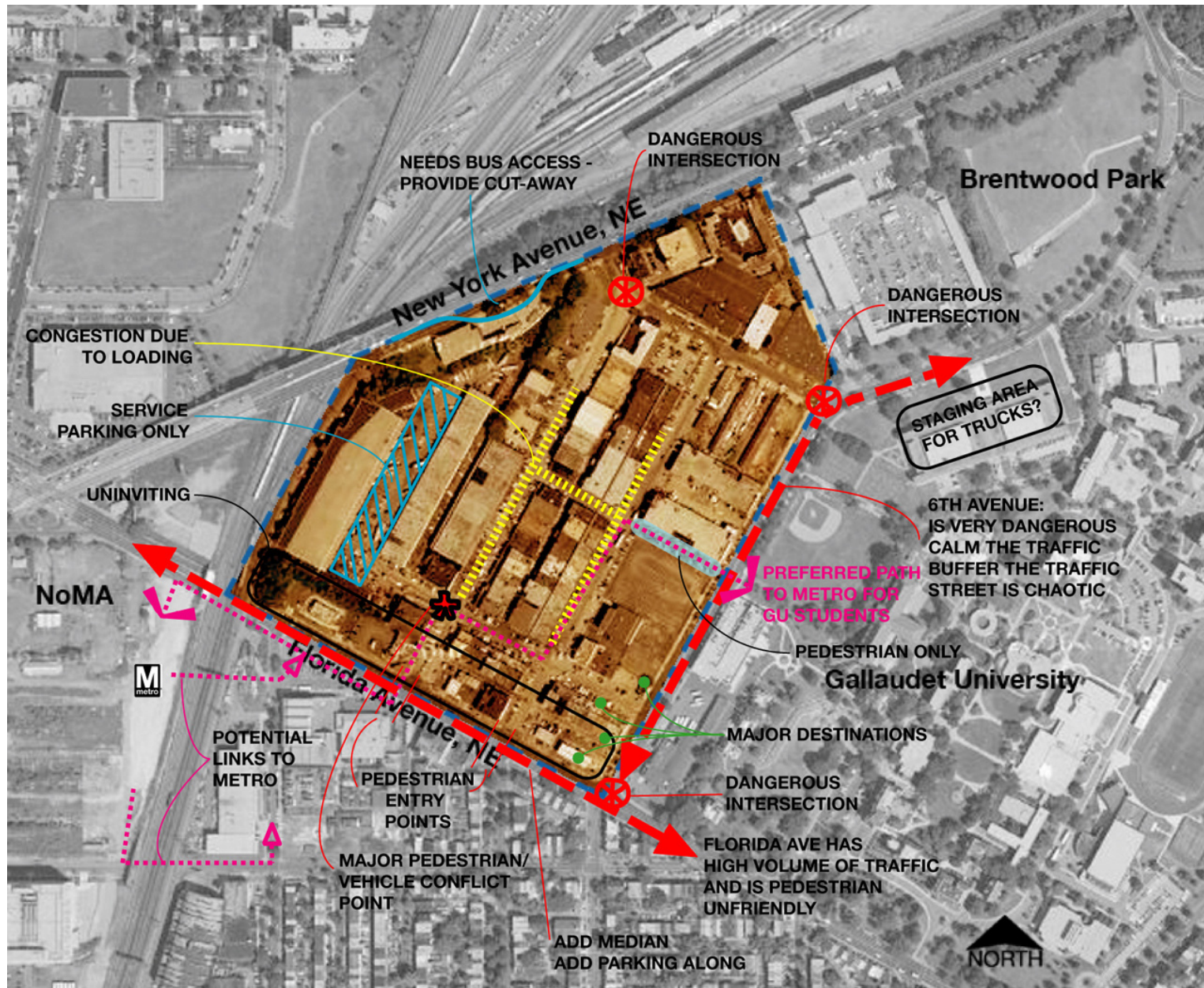


fig. c.12

Workshop Results continued...

Florida Avenue Market Study Community Vision Workshop Survey																																	
<p>1) How do you travel to the Capital City / Florida Avenue Market?</p> <ul style="list-style-type: none"> a) Walk b) Metrorail c) Metrobus d) Drive my own vehicle e) Ride with friends/family f) Other _____ 		<p>h) Offices</p> <p>i) Public storage facilities</p> <p>j) Industrial uses</p> <p>k) Public green space</p> <p>l) Other _____</p>		<p>Historic buildings at the market should be preserved as a part of any new plan or redevelopment.</p> <p>Historic buildings may be altered to some extent to accommodate new uses.</p> <p>The market should become part of a heritage tourism trail.</p>		<p>1 2 3 4 5</p> <p>1 2 3 4 5</p> <p>1 2 3 4 5</p>		<p>d) Nothing, I don't shop at the market</p> <p>10) Are your purchases for:</p> <ul style="list-style-type: none"> a) Use by you and your family? b) To resell in your own business? 																									
<p>2) Where do you reside?</p> <ul style="list-style-type: none"> a) Washington, DC b) Virginia c) Maryland d) Other _____ 		<p>Shopping at the Capital City / Florida Avenue Market</p> <p>5) Do you shop at the Capital City Farmers Market building on 6th Street?</p> <ul style="list-style-type: none"> a) Yes b) No 		<p>17) Please use space below to offer your thoughts, opinions, concerns regarding the Capital City / Florida Avenue Market study area:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>		<p>Relationship with Florida Avenue / Capital City Market</p> <p>11) Do you own property at the Florida Avenue Market?</p> <ul style="list-style-type: none"> a) Yes b) No 		<p>12) Are you or a member of your family employed at Florida Avenue Market?</p> <ul style="list-style-type: none"> a) Yes b) No 																									
<p>3) If you live in Washington, DC, within which ward do you reside?</p> <ul style="list-style-type: none"> a) Ward 5 b) Ward 6 c) Other _____ 		<p>6) Do you shop at other Florida Avenue Market businesses in addition to the Farmer's Market?</p> <ul style="list-style-type: none"> a) Yes b) No 		<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>		<p>13) If you answered "Yes," how many people in your family are employed at the Florida Avenue Market? _____</p>		<p>14) Do you own a business located at the Florida Avenue Market?</p> <ul style="list-style-type: none"> a) Yes b) No 																									
<p>4) Which of the following uses do you think are desirable uses to be located on the Florida Avenue Market site? (circle all that apply)</p> <ul style="list-style-type: none"> a) Retail – Food to consume away from the market b) Food service – Food to be consumed somewhere at the Market (restaurant, café, etc.) c) Retail – Nonfood d) Retail services (banks, hair salons, laundry, etc.) e) Wholesale food distribution and warehouse f) Wholesale non-food distribution and warehouse g) Residential (rental apartments or condominiums) 		<p>7) If yes, where?</p> <p>_____</p> <p>_____</p> <p>_____</p>		<p>8) How often do you shop at the Florida Avenue Market?</p> <ul style="list-style-type: none"> a) Very often (once a week or more) b) Often (once a month) c) Occasionally (every few months) d) Rarely (a couple of times a year) e) Never 		<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>		<p>15) If you own a business, how many people do you employ at the Florida Avenue Market? _____</p>																									
<p>Page 1 May 14, 2007</p>		<p>Page 2 May 14, 2007</p>		<p>Page 4 May 14, 2007</p>		<p>(Survey forms may be leased to 202-458-6235 by May 21, 2007)</p>		<p>Historic Resources at the Market</p> <p>16) Please circle the number that best represents your opinion to the statements:</p> <table border="1"> <thead> <tr> <th></th> <th>Strongly Disagree</th> <th>Disagree</th> <th>Indifferent</th> <th>Agree</th> <th>Strongly Agree</th> </tr> </thead> <tbody> <tr> <td>The history of the market is important.</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Historic buildings are important features of the market.</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Historic buildings contribute to a sense of place at the market.</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> </tbody> </table> <p>Page 3 May 14, 2007</p>			Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree	The history of the market is important.	1	2	3	4	5	Historic buildings are important features of the market.	1	2	3	4	5	Historic buildings contribute to a sense of place at the market.	1	2	3	4	5
	Strongly Disagree	Disagree	Indifferent	Agree	Strongly Agree																												
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Historic buildings are important features of the market.	1	2	3	4	5																												
Historic buildings contribute to a sense of place at the market.	1	2	3	4	5																												

The final portion of from the public meeting and community workshop on May 14, 2007, was the survey prepared and administered by ERA. It was used in order to help gauge where the workshop participants were from, how often they currently use the market and for what items, and the participants priorities of use and historic preservation of the site. The results are on the following page.

Workshop Results continued...

There, were 39 survey respondents, a number far lower than those who actually participated in the workshop. However, of the respondents, the following data was drawn:

- High positive response/support for:
 - a. Retail food for off-site consumption (72%)
 - b. Retail food for on-site consumption (82%)
 - c. Wholesale food (72%)
- Limited support for industrial (10%)
- Of those who participated in the survey:
 - a. 59% were DC residents
 - b. 36% were from Maryland
 - c. 36% were from Ward 5
 - d. 13% were from Ward 6
- Almost 2/3 (62%) shop at the DC Farmer's Market
- 38% shop at other businesses at the Market site
- 31% shop weekly (or more)
- 26% shop monthly
- 23% shop every few months
- 69% purchase food to use at home
- 33% buy non-food items
- 26% were Market property owners
- 15% were business owners, representing over 200 employees (note: one business had 160 employees)
- Very high priority rankings for retention, re-use and renewal of historic buildings

The following are some of the comments, questions or concerns the public raised during the open forum of Public Meeting #1, held on April 24, 2007:

- a. Whatever happens here, their needs to be public amenities for the surrounding neighborhoods.
- b. The surrounding public needs and has the right to be a part of the decisions about this.
- c. One wholesaler last year had a customer base of almost 3,300 customers, approximately 2000 from DC and 1300 from the surrounding area.
- d. Is this going to become an example of gentrification?
- e. How many understand what “Deaf Space” really is?
- f. Gallaudet University feels isolated.
- g. Deaf students would like a place that “looks deaf” similar to the way Chinatown looks Asian.
- h. Define the culture of the market.
- i. Provide greenspace.
- j. Give it a sense of identity.
- k. Make it walkable.
- l. There is currently a high level of anxiety among the merchants. This is a different group with different objectives than the owners.
- m. This has the potential to become a “great food market.”
- n. Provide youth education, recreation and opportunities on the site.
- o. Many comments concerning the need to have public involvement in this process.
- p. Many (non specific) comments both for and against the New Town proposal.
- q. This doesn’t need to be a piece-meal of buildings. Provide a cohesive plan. See the Atlantic Station project in Atlanta, Georgia. (It should be noted that Atlantic Station is about 4 times the size of the Florida Market site.)
- r. Is there really anything here worth keeping? It doesn’t look that historical.
- s. Concerns over parking at the site and traffic congestion in the city that already exists.
- t. There is no “old flavor.” “Families are raised in homes, not condominiums.” No more new looking condos and retail is needed.
- u. The Boston and Philly markets were given as examples of markets people liked.
- v. Randolph Street Market in Chicago was also given as an example.
- w. No Ruby Tuesdays. We don’t need another Bed Bath and Beyond.
- x. Are current owners going to be worked with or is this eminent domain?
- y. Think about the secondary effects of whatever happens here.
- z. Provide greenspace.
- aa. It can/should continue as is (a market) but needs to be revitalized and improved.
- bb. No façade only solutions. That is disrespectful to historical preservation.
- cc. People are unaware of what the market is currently.
- dd. It has a uniqueness to DC; there are no other markets like this in DC. Jessup, Maryland is the closest and only provides produce and fish.
- ee. Industrial and residential can’t exist in same location—noise factor.
- ff. Think about the cultural implications and being able to provide goods for African embassies.
- gg. What is going to be done with merchants during improvements?
- hh. Signage and wayfinding needs to be provided.
- ii. The market has its own character.

Public Meeting #3 - 30 May 2007

The third public meeting was held on May 30, 2007 at Foster Auditorium on the campus of neighboring Gallaudet University. It was again a public presentation, held twice in order to allow for the maximum number of community participants. As with the previous public meetings, translators were on hand for translation to ASL, Chinese, and Korean.

The purpose of this public meeting was to review with the public the previous two meetings, to present the results of the community workshop (as previously outlined in this report), and to present the first conceptual plan for the Florida Avenue Market Site.

The initial step in developing the conceptual plan was to develop a *Bubble Diagram* outlining the desired uses and where they are most appropriately located on the site. Based upon the community feedback, as well as the appropriate uses given the economic and real estate pressures, the uses determined to be located on the site were: Industrial/Wholesale Market, Wholesale Market/Artist Housing, Mixed Use (hotel and office), Retail/Restaurant, and Mixed Use (green space, institution, retail, housing, and office). Given the existing site conditions, location of some existing site uses, and other developments planned surrounding the site, the *Bubble Diagram*, figure c.19-1 shown to the left, was developed.

Conceptual Bubble Diagram

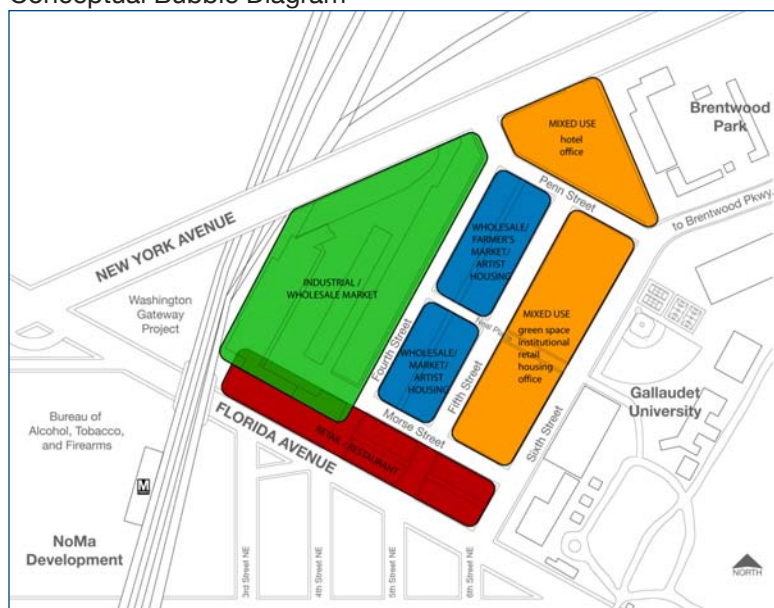


fig. c.13

Public Meeting #3 continued...

From the *Conceptual Bubble Diagram*, a *Conceptual Land Use Plan* (figure c.20-1) was developed. This plan locates the desired uses for site in more specific locations.

Overlaid on top of this were diagrams on how pedestrians would theoretically move through the site (figure c.20-2). This helped to inform where major zones of ground floor retail should be located (figure c.20-3).

Conceptual Plan:
Land Use



fig. c.14

Conceptual Plan:
Pedestrian Pathways



fig. c.15

Conceptual Plan:
Ground Floor Retail



fig. c.16

Public Meeting #3 continued...

With all of the various forms of retail and delivery/receiving functions located on the site, particular attention needed to be paid as to how vehicular traffic moves through the site and how below ground parking was accessed. Specific diagrams were developed for major truck traffic, major and minor traffic, and parking and loading locations (figures c.21-1, c.21-2, and c.21-3).

Conceptual Plan:
Major Truck Traffic



fig. c.17

Conceptual Plan:
Major and Minor Traffic



fig. c.18

Conceptual Plan:
Parking and Loading



fig. c.19

Public Meeting #3 continued...

Overlaying all of these factors led to the final version of the *Conceptual Plan* (figure c.22-1). This plan, which was presented to the public, not only combined many of the concerns of the public, but also worked to preserve many of the historic aspects of the original Union Market Terminal, and to create a plan that responded positively to the current and future trends of the real estate and economic markets within the city.

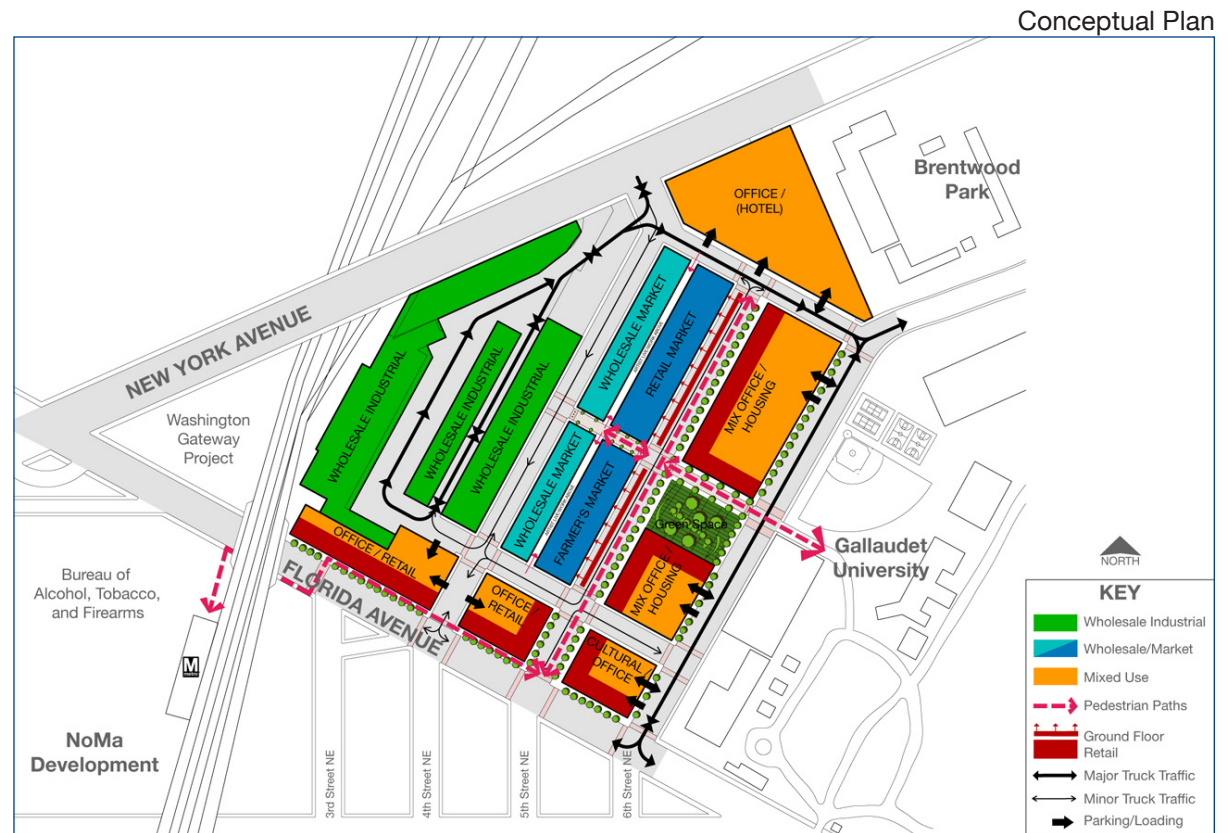


fig. c.20

Public Meeting #4 - 03 October 2007

The last public meeting of this portion of the Strategic Redevelopment Plan for the Florida Avenue Market was held on October 03, 2007. As with all of the previous meetings, the same meeting was held twice in order to allow for the maximum number of community participants. The afternoon meeting was held at the Market Lounge, a bar on the Florida Avenue Market site, and the evening meeting was held at McKinley Tech High School, a nearby DC public high school. The main objective of this meeting was to obtain additional community feedback on the previously presented *Conceptual Plan* and for the Office of Planning to present a set of guiding principles for further development of the Florida Avenue Market Site. These principles were handed out to the public at this meeting for their review. (They were also made available on the Office of Planning website.) At the public meeting, people were asked to respond specifically to each principle. The choices for response were a.) I support this principle; b.) I support this principle with caveats; and c.) I do NOT support this principle. Individuals were also encouraged to explain their answers.

The meeting concluded with open forum discussion on the pros/cons of the *Conceptual Plan* and of the guiding principles.



fig. c.21

List of Appendix C Figures

- c.01 Photo - *original Union Market Terminal building*
 - c.02 Flex/Industrial Space in DC vs. NoVa - *chart from ERA report presented at the 1st Public Meeting*
 - c.03 Workshop Zones - *diagram showing 5 different zones of study area used in public workshops*
 - c.04 Land Use - *land use preferences participation board used in public workshops*
 - c.05 Building Height - *building height preferences participation board used in public workshops*
 - c.06 Traffic, Walkability & Connectivity - *pedestrian concerns participation board used in public workshops*
 - c.07 Graph - *results of workshop for land use preferences for Zone 1*
 - c.08 Graph - *results of workshop for land use preferences for Zone 2*
 - c.09 Graph - *results of workshop for land use preferences for Zone 3*
 - c.10 Graph - *results of workshop for land use preferences for Zone 4*
 - c.11 Graph - *results of workshop for land use preferences for Zone 5*
 - c.12 Map - *compiled map of community comments regarding traffic, walkability, & connectivity*
 - c.13 Diagram - *conceptual bubble diagram of study area land uses*
 - c.14 Land Use - *conceptual plan of land uses for study area*
 - c.15 Pedestrian Pathways - *conceptual plan of pedestrian pathways for study area*
 - c.16 Ground Floor Retail - *conceptual plan of ground floor retail locations within the study area*
 - c.17 Major Truck Traffic - *conceptual plan for major truck traffic routes within the study area*
 - c.18 Major and Minor Traffic - *conceptual plan for major and minor traffic routes within the study area*
 - c.19 Parking and Loading - *conceptual plan for parking and loading locations within the study area*
 - c.20 Conceptual Plan - *“final” conceptual plan for the study area*
 - c.21 Photo - *photo of Washington Cash & Carry at the corner of 4th Street, NE and Neal Place, NE*
- note: all figures not otherwise credited are source: CORE, 2007-2009*